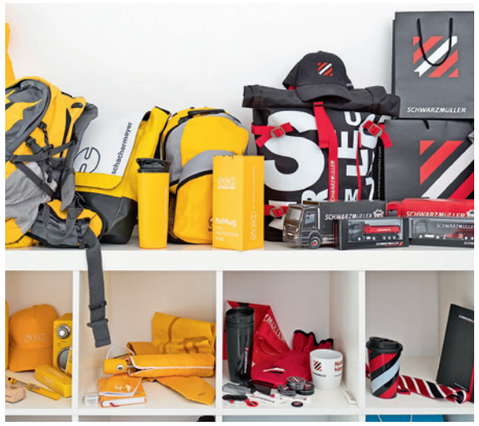
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35 years of experience in the promotional product industry as a competent, experienced partner for its customers: The EcoVadis Gold-certified company Istac Promotion GmbH based in Pasching in Upper Austria specialises in the import of promotional products directly from the manufacturer. We introduce the full-range supplier and full-service provider.

Versatile assortment with high quality level

Full-range supplier with **full service**





In the showroom of the company building in Pasching, Austria, the customer can gain an overview of the extensive product range and be inspired by campaigns that have already been implemented.



As specialists, we take care of all important import matters for our customers and actively support them in implementing creative advertising ideas," says Klaus Pohn, Managing Director of Istac Promotion together with Jürgen Prunk, summarising the core competence of his company. "We have the necessary know-how to fully comply with all EU import and certification requirements and it goes without saying that when choosing our partners, we make sure that our strict working conditions and human rights standards are met", says Pohn in referring to the compliant, environmentally and socially responsible production processes in the different sourcing countries.

Social responsibility and certified sustainability

"At Istac, we take our social responsibility very seriously and are aware that our entrepreneurial activity has an impact on the environment," says Klaus Pohn, who deliberately aims to ensure that social and environmental goals along the entire supply chain are consistent with his own economic activities. The managing director proudly adds that "we have achieved gold status with the current certification and with 69 points we are among the top 1 percent of the currently more than 20,000 companies evaluated by EcoVadis in 110 countries". EcoVadis examines the performance of companies in the areas of environment, social affairs, sustainable procurement and ethics on the basis of clearly defined evaluation criteria and then assesses them in a strict ranking. "Sustainability means a lot to us, not just sometimes, but every day of the year," adds Pohn. A statement that applies not only to sections but all entrepreneurial activities of Istac.

Flair for trends and innovations

When identifying new ideas for his business and whenever it comes to new promotional products for customers, employees or suppliers, the 13 employees of Istac Promotion GmbH see themselves as tireless scouts. The importer's customers profit from lean structures – in favour of a fair price-performance ratio with high quality standards: "We visit numerous promotional product trade shows worldwide every year so we are constantly finding and testing new products. In addition, we convince ourselves directly in the factories that working conditions, production processes and quality are acceptable," explains Pohn. As a full-service agency and full-range supplier, the company also provides its customers with the services of its design department in order to optimally highlight the customer's corporate design on selected promotional products or promotional textiles. This is an advantage, especially with individual custom-made products: "We are happy to cater to the sometimes unusual wishes of our customers – or create something out of the ordinary together with them, depending on what the customer is aiming for, and we support them in setting themselves apart with new ideas and concepts", says the managing director when describing the company credo of being committed to creativity and flexibility.

Great product diversity

In order to position brands in the long term and help their customers to sustainably compete for market share, the comprehensive Istac product catalogue not only includes technical, household and leisure products, but also proven classics from the fields of textiles, bags and stationery. Products for the office, food, especially sweets, as well as other useful and exclusive promotional products complete the portfolio of the Austrian company. "Our greatest strength is the conception of our diverse product range", adds Klaus Pohn about the broad product portfolio. "You will find cutting-edge and trendy products for all advertising purposes in our showroom." The Istac showroom is a permanent exhibition of up-to-date and trendy promotional products with impressive examples of customised products as well as complete ranges of promotional products.

Promotional textiles from A to Z

"Workwear and textiles are perfect for continuously advertising your own advertising message, as employees and other wearers of high-quality T-shirts, polo shirts or softshell jackets become ambassadors for the company," says Klaus Pohn. Perfectly suitable for the occasion, durable clothing for a trade show and field service in a timeless design, consistent from the tie to the socks, but also clothing from renowned brands ensure a uniform and professional appearance. The models can be specifically matched to meet the requirements of the employees in terms of the company's CI and individually in terms of colour and design: "We also support our customers in the standard-com-

pliant implementation of all the details of the collection and handle the finishing quickly and easily using embroidery or printing. In addition, we guarantee ongoing availability," assures Pohn.

From consultation to delivery

A successful advertising strategy is not just about the promotional product itself. The logistics and distribution of promotional products must be organised effectively and in a resource-saving manner, which is perceived by many customers as a tedious additional effort. That is why Istac offers its customers the option of outsourcing all promotional product logistics. From the order to storage to delivery, Istac delivers everything quickly and safely from one source. Supported by a modern IT landscape with highly automated order processing, fast, efficient and high-quality delivery is ensured. At Istac, full service means not only in-depth advice and a needs analysis, but also competent project management from procurement to support. Once the concept is convincing, the production starts. Istac promotional product specialists use their own network and know-how to produce the ordered products in the best possible quality and at the best price. In addition, the Pasching-based company provides the customer with a webshop branded according to the customer's specifications and manages it as required in order to optimally present the products. "The shop is not only a shopping platform, but above all represents the heart of our full-service model," says Klaus Pohn. Orders from the shop are forwarded within seconds to the merchandise management and the logistics centre and processed on the same day. When it comes to logistics, Istac handles the complete organisation of the delivery as well as the entire warehouse controlling for its customers. Full service that applies to the entire process chain. <



The creative and experienced team at Istac Promotion offers the customer a comprehensive full service from consultation to shipping.

"It never gets boring in this industry."

An interview with Klaus Pohn, Managing Director of Istac Promotion GmbH and President of the Austrian Association of Promotional Product Distributors (VÖW).



Mr. Pohn, you are a successful promotional product entrepreneur and association president. What has been your career path so far?
After attending the HBLA (Higher Vocational Training College for Economic Professions in Linz) in 1998, I wanted to become a professional equestrian. But my father was opposed to that idea. I then decided to join my father's company Wertpräsent and learned the promotional products business from scratch – from the warehouse to procurement and sourcing right through to sales.

What do you like about the promotional product industry?
First and foremost, I am motivated by the enormous variety of products that we work with. So it never gets boring. Today, for example, I can look for a classic promotional product in the Far East or even identify completely new products and trends and then import them. And there is always a good reason to discover new things, to read about interesting topics and acquire knowledge – not least to avoid or solve problems.

The industry also lives from its internationality ...
Sure, as an importer you look around in other countries and markets anyway. Moreover, my contacts with members of the WAGE (World Advertising Gift Exchange) are particularly important to me because Istac Promotion belongs to the worldwide network of promotional product distributors, where each country can only provide one member. We have three meetings a year. At the beginning of the year, we traditionally meet during the PSI, followed by the annual general meeting in Hong Kong during the Spring Trade Show. We sit down together for two days during which the companies present themselves down to the smallest detail in terms of turnover, marketing, etc. and this makes it easier for members to sharpen their own profile. Curiously, the Australian market is very similar to the Austrian one because there are many commonalities that have helped us in our everyday business.

You started your career in your father's business. What experiences did you make back then?
It is always difficult to work with close relatives in the same company. That is a very sensitive topic. On the other hand, it is always a very good thing if you have a teacher for life and then also for the development in your professional life. My father is my great idol here, a real role model, even though we sometimes have different opinions. Exciting for me was also joining my company Istac Promotion in 2007. Founded by my father Gottfried Pohn three years earlier in Pasching, he and I initially shared the management. Today I share the management with my colleague Jürgen Prunk. Getting ahead together is great fun and shows how important a well-functioning team is for the success of a business. Even though we initially benefited from my father's network.

What attracts you to the association's work?
I'm not an extroverted networker by nature, but rather unobtrusive. I enjoy familiar faces and groups such as at the annual VÖW meetings or at the WAGE where I feel at home. Following a certain familiarisation phase, I gladly took over the office of VÖW President after having already been a member of the Advisory Board in the previous years and delivering my services there. As a result, I continuously familiarised myself with the association work.

A company is only as good as its employees. What do you attach particular importance to in your team?
Apart from technical expertise, I believe the interpersonal aspect is particularly crucial. It is important that the person harmoniously fits into the team, that the person is loyal and that the personality is right. If an employee causes too much commotion, unrest and dissatisfaction arise. When I look at my people today, I am absolutely sure that they are loyal, reliable and act with integrity. Ultimately, the gut feeling determines whether we hire an employee or not.

What bothers you when dealing with others?
What I do not like is a lack of punctuality. I also have a problem with mendacity, with deceitful people. A direct approach is important to me – that my counterpart approaches me up front and openly.

Now turning to the private individual Klaus Pohn ... What do you like, what is important to you?
My family – my wife Verena and our three children (23, 10 and 8) – is the foundation stone for me. I come home and feel good, in good hands, and that is where I also gain the strength for my work. Riding, especially show jumping, was once a big hobby of mine before our younger children were born. At that time I participated in tournaments every weekend, either in Austria or internationally. Our children are also enthusiastic about horses. Meanwhile I have discovered my passion for cooking. And thank god I also see my job as a hobby and I look forward to going to work each day. <

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